Minutes of the
Arizona Geographic Information Council
Outreach Committee
December 16, 2015
Arizona State Land Department Room 244

Attendees:
Curtis Pulford, SCO
Jenna Straface, ASLD
Leslie Stovall, GRIC
Matthew Deveny, GRIC
Shea Lemar, ASU
Tim Colman, SCO
Seth Franzman, Private
Talia Apkow, GRIC

Call to order: 10:00 am.

I.   Introductions
    a. Welcome New Members
        i.   Sandra Dyre –9-1-1 Project Manager, Arizona 9-1-1 Program (Unable to attend)
        ii. Dean Kyne – Maricopa County Education Service Agency, Research and Evaluation Director (Unable to attend)
        iii. Seth Franzman – State of Az Volunteer (AGIC Conf Comm, State Museum, assisted with setting up Legislative Outreach Presentation)
        iv. William Mancini, ASU Intern - will be writing stories about different GIS happenings around the state for the website (Unable to attend)
        v.   Talia Apkow (GIS group at GRIC)

II. AGIC Website Updates and Maintenance (Curtis)
    a. Discussed calendar updates(Tim)
        Tim reported that most of the calendar updates have been completed. A dev meet up in January and other events were mentioned for additions to the calendar. Tim also reported on the web statistics for AZGEO.
        Action item: Tim will add the dev meet up to the calendar and add the remaining Outreach calendar events. Tim will also add a web statistics tool to the website.
    b. Discussed link updates (Jenna)
        Jenna reported on her progress of updating links on the "Resources" page of AZGEO. The updates to the links are 2/3 complete and all of the link updates should be completed by the next meeting. Jenna and Tim each used a different tool for discovering broken links. They will compare notes of the value of each tool. It was decided that the tool used to find broken links should only be run once per quarter. Discussed was the possibility of eliminating all of the national GIS coordinating groups, and instead creating "Regional" links page within the "Resources" section. This would allow access to states information via NSGIC.

Action item: Tim – Create a "Regional" page. Page organized as follows:

GIS Data Sources – Arizona, Southwest, National. Page should look like the "Resources" page.

c. Discussed news page updates (Tim)

Tim reported to the committee that the news section of the website is up to date. AGIC news items will appear in the rotating section of the news page. Other news items will appear in the lower static section of the news page. News stories should be sent to the AGIC info email address.

d. Discussed - Gather news items (Committee)

Discussed was the importance of keeping news items current on the website. The committee members were reminded that it is each of their responsibilities as members of the committee to send in news stories to be posted to the website.

e. Discussed - Gather links and updates (Committee)

Each committee member encouraged to periodically review the website for broken links and updates. The updates should be reported to either AGIC info or to Tim.

III. Discussed - Assigning Credit for Apps on AZGEO (Curtis)

a. The general idea is to make the Apps page a win/win for the developers and the consumers. Consumers will get benefit from any development. Encouraging new development of useful apps, and any needed maintenance, might be easier if appropriate recognition was given for services rendered. Committee thought this was a good idea, all supportive

b. Will need to be structured for both simplicity, time relevance, and reference (not endorsement)

c. Further work will be done on a template, then the idea will be run up to Council for approval

d. To be continued

IV. Discussed - GIS Spotlight (Curtis)

a. General idea is to provide fresh and interesting content to the AGIC site, hopefully increasing readership and recognition of 'all' AGIC workings.

b. SCO is working with William Mancini at ASU/ISSR. Creating a webpage format and structure to feature AGIC related folks/orgs.

c. Spotlights will be linked to on the home page, they will start off as bi-monthly features, focused on those participating in AGIC interests first, and the stories will be archived (on an as yet uncreated AGIC webspace) as new spotlights are pushed to the front page.

d. Review of content will pass through SCO

e. First spotlight could be as early as January

V. 2016 Outreach Committee Work Plan

a. Tabled to next meeting – with a group assignment to consider S.M.A.R.T. topics and details for inclusion

i. S-pecific (is the goal focused?)

ii. M-easurable (what defines success?)
iii. A-chievable (do we have the skills/resources to pull it off?)
iv. R-elevant (does it contribute to AGIC's vision?)
v. T-ime bound (can it be done within our year? And should it be done even sooner to help some other program?)